ORDER

Orders Order / Rev:

36908 Alt Order #: 08838329

Product Desc:

Issue 1565

Estimate: Flight Dates:

08/07/12 - 08/14/12 08/06/12 / 08/06/12

Original Date / Rev:

Order Type:

GENERAL

KLAS

Primary AE:

Sales Office:

Sales Region:

Mike Jones

K-WAS

National

Agency

Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Waterfront Strategies

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

Cash

15%

00:15:00

Advertiser

Name:

Priority:

08/14/12

Patriot Majority

Demographic:

A35+

Product Codes:

PO4

LV1

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

07/30/12

Start Date End Date # Spots Gross Amount Net Amount 27

Totals

\$27,943.75

Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	27	\$32,875.00	\$27,943.75	0.00	
Totals	27	\$32,875.00	\$27,943.75	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

\$32,875.00

Order Share	Share	Total
KLAS	30%	\$32,875.00
Market	100%	\$109,583.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$27,395.83		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$5,479.17		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	08/07/12	08/13/12	137-237a M-F Na	ite Berk©M	137-237a	MTWTF	:30	3	\$75.00LV1	0.00 NM	3	\$225.00
			Nate Berkus		(1:37 XM-2:3	7 XM)						
NATE E	BERKUS											
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08/	07/12	08/13/12	MTWTF	3	\$75.00	0.00						
E 2 8	08/12/12	08/12/12	Sun 530-6p Ins E	d WkncM	530-6p	5	:30	1	\$450.00LV1	0.00 NM	1	\$450.00
			Inside Edition WI	knd						- 1		

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KLAS

Order / Rev:

36908

Advertiser:

Patriot Majority

Alt Order #:

08838329

Product Desc:

Flight Dates:

08/07/12 - 08/14/12

Estimate:

Issue 1565

Ln Ch Start Fnd **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **INSIDE EDITION** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/12/12 ----5 Week: 08/06/12 \$450.00 0.00 E 3 08/07/12 08/13/12 CBS This Morning 7-9a CM MTWTF--7-9a :30 6 \$900.00LV1 0.00 NM \$5,400.00 **CBS This Morning CBS THIS MORNING** Weekdays Spots/Week Start Date **End Date** Rating Rate Week: 08/07/12 08/13/12 MTWTF--6 \$900.00 0.00 E 4 8 08/14/12 08/14/12 CBS This Morning 7-9a CM 7-9a -T----:30 \$900.00LV1 0.00 NM \$900.00 **CBS This Morning CBS THIS MORNING Start Date End Date Weekdays** Spots/Week Rate Rating 08/19/12 Week: 08/13/12 -T----\$900.00 0.00 08/12/12 08/12/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 1 \$1,700.00LV1 0.00 NM \$1,700.00 **CBS News Sunday Morning CBS NEWS SUNDAY MORNING** Rating **End Date** Start Date **Weekdays** Spots/Week Rate 1 \$1,700.00 Week: 08/06/12 08/12/12 ----S 0.00 **Spot Description** Start/End Time Ch Date Range <u>Weekdays</u> **Length** Rate Rtg Type 8 08/06/12-08/12/12 CBS News Sunday Morning CBS Sunday Morn :30(\$1,700.00) 0.00 NM -----Su See MG 5.2 [da] 8 08/06/12-08/12/12 SF 49er's Football Fri 6-9p ----FSa--:30 \$1,700.00 0.00 NM MG for 5.1 08/12 08/12/12 08/12/12 8 News Now Sun 5-7p CM 5-7p ----s :30 1 \$1,700,00LV1 0.00 NM \$1,700.00 8 News Now Sun 5-7p **8 NEWS NOW AT 5PM-SUN** Weekdays Spots/Week Rating Start Date End Date Rate Week: 08/06/12 08/12/12 \$1,700.00 0.00 08/07/12 08/13/12 8 News Now Noon M-F CM :30 \$700.00LV1 0.00 NM E 7 12-1230p MTWTF--\$2,800.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Start Date End Date **Weekdays** Spots/Week Rate Rating MTWTF--\$700.00 Week: 08/07/12 08/13/12 0.00 E 8 08/07/12 08/13/12 8 News Now 6a M-F CM 6-7a MTWTF--:30 1 \$1,100,00LV1 0.00 NM \$1,100,00 8 News Now 6a M-F 8 NEWS NOW AT 6A Start Date End Date Weekdays Spots/Week Rating Rate 08/13/12 MTWTF--1 \$1,100.00 0.00 Week: 08/07/12 MTWTF--\$750.00LV1 0.00 NM E 9 8 08/07/12 08/13/12 Live w/Kelly CM 9-10a :30 \$750.00 Live With Regis & Kelly LIVE! WITH KELLY Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF--Week: 08/07/12 08/13/12 \$750.00 0.00 E 10 08/14/12 08/14/12 Live w/Kelly CM 9-10a -T----:30 \$750.00LV1 0.00 NM \$750.00 Live With Regis & Kelly LIVE! WITH KELLY **End Date** Spots/Week Rate Rating **Start Date Weekdays** Week: 08/13/12 08/19/12 -T----\$750.00 0.00 08/07/12 08/13/12 8 News Now 4p M-F CM 4-5p MTWTF--:30 3 \$1,100.00LV1 0.00 NM \$3,300.00 8 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Rating Start Date **End Date** Weekdays Rate MTWTF--Week: 08/07/12 08/13/12 \$1,100.00 0.00 -T----08/14/12 08/14/12 8 News Now 4p M-F CM 4-5p :30 1 \$1,100.00LV1 0.00 NM \$1,100.00 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 08/13/12 08/19/12 -T----\$1,100.00 0.00 08/07/12 08/13/12 Craig Ferguson CM 1237a-137a MTWTF--:30 \$350.00LV1 0.00 NM 2 \$700.00 E 13 (12:37 XM-1:37 XM) Craig Ferguson

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Totals

\$32,875.00

36908 Order / Rev: Advertiser: **Patriot Majority** Alt Order #: 08838329 **Product Desc: KLAS** Issue 08/07/12 - 08/14/12 Estimate: 1565 Flight Dates: Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots **Amount** LATE LATE SHOW Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating MTWTF--Week: 08/07/12 08/13/12 \$350.00 0.00 :30 1\$12,000.00LV1 0.00 NM \$12,000.00 E 14 8 08/12/12 08/12/12 Sun 7-8p CM 7-8p ----S 60 Minutes 60 MINUTES **End Date** Spots/Week Rating Start Date <u>Weekdays</u> Rate ----S 1\$12,000.00 0.00 Week: 08/06/12 08/12/12